

# CITY OF IMPERIAL BEACH



announces an employment opportunity as

# CITY MANAGER

*To maintain and enhance Imperial Beach as “Classic Southern California”; a beach-oriented*

The City of Imperial Beach, California is seeking an experienced, energetic, resourceful, and community oriented municipal administrator to become the City’s new City Manager/Executive Director, Redevelopment Agency.

## THE CITY

Classic Southern California best describes the City of Imperial Beach. Imperial Beach, a community of 4.4 square miles, is located on the beautiful southern California coast adjacent to the cities of Coronado and San Diego. Imperial Beach has the distinction of being the “Most Southwesterly City” in the continental United States. The beach slopes into the Pacific Ocean, providing the perfect setting for recreational activities including cycling, swimming, surfing, and other water sports. Additionally, the surrounding area offers hiking, horseback riding, golf, and tennis. Moderate climate, affordable housing, an international border, nearby mountains, deserts and beaches make Imperial Beach a desirable place to live, work and play. The community is proud of its small town ambience, casual and friendly atmosphere, good schools, environmental consciousness, serene estuary, and two national wildlife refuges.

Imperial Beach was incorporated in 1956 as a general law city with the council/manager form of government. The separately elected Mayor and four City Councilmembers serve four-year staggered terms. The Council also serves as the Planning Commission and Redevelopment Agency Board of Directors. Imperial Beach is one of five member cities of the Unified Port of San Diego and appoints a Commissioner to the governing Board of Port Commissioners. Assigned to six departments, the City’s 63 full-time and 52 part-time employees serve a diverse population of 27,616 citizens. The City Council fully supports community outreach and active citizen participation.

The City’s two-year operating budget is approximately \$24.3 million in FY 2003-2004 and \$23.6 million in FY 2004-2005. In addition, the General Fund reserves, in excess of \$7 million, prove that the City is financially strong. To provide for future economic growth, a city wide redevelopment agency has been created. RDA tax increment revenue is estimated at \$2.6 million in 2003-2004 and \$3.1 in 2004-2005. The RDA Capital Improvement Program, submitted to the Council this fall, will be the initial step toward the implementation of economic development and capital improvement projects.

Neighborhood revitalization remains a high priority of the City Council, as evidenced by the completion of several capital projects including new parks, median landscaping,

and renovation of the Pier Plaza and beachfront areas and other infrastructure improvements. The City Council also has focused on business development and tourism which will result in increased revenue for both the City and Redevelopment Agency. The California Coastal Commission recently approved a sand replenishment program that will bring 550,000 cubic yards of sand to City beaches.

The City is proud of the significant progress made in the last several years and looks forward to a bright future. The best is yet to come and the City Manager will play a key role in bringing about change and economic growth.

## THE ORGANIZATION

The City Manager is appointed directly by the City Council. He/She appoints the City Clerk, Public Safety Director (Fire and Lifeguard), Public Works Director, Community Development Director, Administrative Services Director, and support staff. Police protection is contracted out to the San Diego County Sheriff’s Department, with a sub-station located adjacent to City Hall. The City does maintain its own full-time Fire Department with contractual arrangements for ambulance and paramedic services. In addition, the City contracts for data processing, animal control, engineering, recreation, park maintenance, solid waste collection, sewage treatment, and street sweeping services.

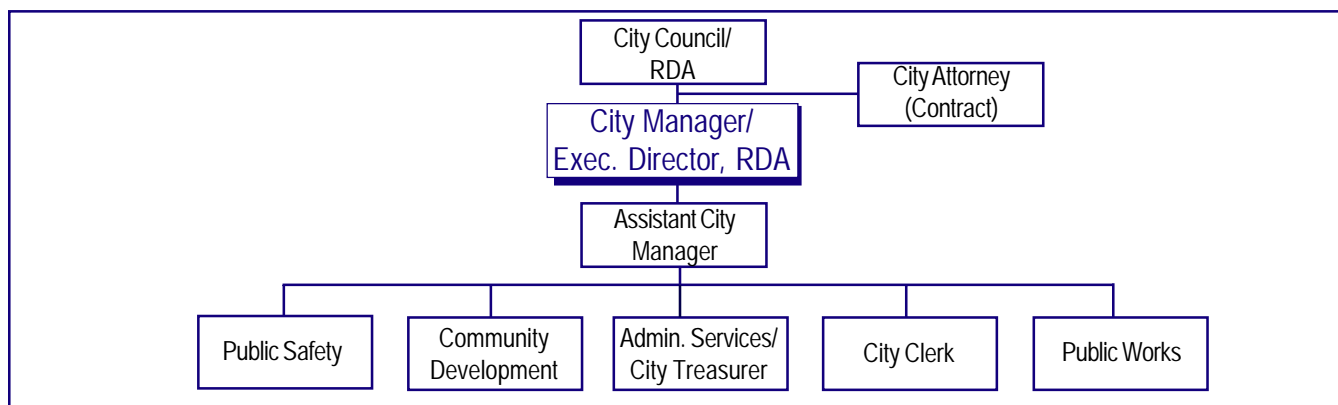
Imperial Beach’s unique geographical location and environs require the City Manager to constantly interact with high-level elected officials and representatives of state, and federal agencies, Mexico, the International Water Commission, California Coastal Commission, the Navy, Army Corps of Engineers, Unified Port of San Diego, school districts, and other municipalities to collaboratively solve complex regional issues.

## THE POSITION

The City Manager is a modern local government executive who will work closely with the City Council in developing policy. As the City’s Chief Executive Officer and Executive Director of the Redevelopment Agency he/she provides policy advice to the City Council as well as leadership to City staff to meet the Council’s ambitious goals and objectives. The new City Manager must demonstrate professionalism, creativity, and political sensitivity. He/She

# STATEMENT

*community with a safe, small town, family atmosphere, rich in natural and cultural resources.*



must acknowledge the benefits of a diverse population and be aware of the special needs and potentials created by such diversity. The City Manager works closely with the community, business groups, and professional staff and consultants to develop programs that will meet the challenges of the twenty-first century.

## RESPONSIBILITIES

The City Manager has primary responsibility for hiring staff and managing the day-to-day operations of the City. He/She provides leadership and direction in formulating strategic, community, economic, and redevelopment plans and programs; developing management policies and procedures; drafting the City's annual budget; monitoring revenues and expenditures; establishing performance standards and measures; evaluating program and employee effectiveness; conducting organization analyses; and assuring that the City has sound management, fiscal, and personnel systems. He/She promotes community participation in City government and supports City staff involvement in community activities.

## QUALIFICATIONS

Candidates must have a Bachelor's degree in Public/Business Administration or a related field, and 7 years of public sector experience as a City Manager, Assistant City Manager, and/or Department head. A Master's degree is highly desirable.

The ideal candidate will be a proven, capable manager with an unblemished record of integrity; be recognized as progressive, imaginative, and an innovator; have strong redevelopment, economic development, financial management, neighborhood revitalization, and human resource management experience; be open, honest, and direct with all Councilmembers; be computer literate and have experience assessing and implementing information technology; have demonstrated the ability to build strong regional relationships; and understand coastal and environmental issues. In addition, the successful candidate should have experience negotiating complex agreements, and obtaining, administering and auditing grants; be familiar with the potential impact of regional government on a community, specifically in the areas of public safety, economic development, water quality, transportation, and land use; and have demonstrated success in building consensus and developing public/private partnerships.

## PERSONAL CHARACTERISTICS

In addition to the qualifications described above, the City Manager should be:

- A Charismatic Leader.
- A Big Picture Person.
- Entrepreneurial.
- Open, Accessible and Responsive to the City Council, Staff, and the Community.
- An Excellent Communicator.

## PERSONAL CHARACTERISTICS (CONTINUED)

- Self-Confident.
- Flexible and Decisive.
- Results Oriented.
- A Team Player.
- Patient and Understanding.
- Diplomatic.
- Energetic and Enthusiastic.

## SALARY AND BENEFITS

The proposed salary range for the City Manager is \$120,000 to \$138,000. Appointment may be made within the range, depending on qualifications.

The City of Imperial Beach also offers a competitive benefits package that includes:

- Employer paid employee PERS contribution.
- City provided health, life, dental, and vision insurance.
- 12 paid annual leave days per year.
- 11 paid holidays per year.
- 6 paid administrative leave days per year.
- ICMA Deferred Compensation available.

## EQUAL OPPORTUNITY EMPLOYER

The City of Imperial Beach is an Equal Opportunity Employer. The City seeks candidates who can make contributions in an environment of cultural and ethnic diversity.

Candidates who require a reasonable accommodation in the selection process should state their needs in writing when submitting an application package.

## APPLICATION PROCESS

An application package consisting of a signed cover letter outlining qualifications, a copy of your resume, an RJA supplemental questionnaire, and a list of five (5) professional references is required for consideration. A questionnaire can be obtained by calling RJA at (626) 447-3318 or through RJA's website. Completed application packages should be sent to:

Dr. Richard Garcia, President  
**RJA Management Services, Inc.**  
550 W. Duarte Road, Suite 6  
Arcadia, CA 91007  
EOE

[www.rjamanagement.com](http://www.rjamanagement.com)

**All application materials must be received by  
September 19, 2003.**

Following the filing date, application materials will be screened against the criteria in this brochure and preliminary interviews will be scheduled with candidates having the most relevant qualifications.

## ADDITIONAL INFORMATION

Additional information about the City of Imperial Beach can be obtained on the City's website:

[www.ci.imperial-beach.ca.us](http://www.ci.imperial-beach.ca.us)

The logo for RJA Management Services, Inc. consists of the letters "RJA" in a bold, sans-serif font, enclosed within a thin black rectangular border.